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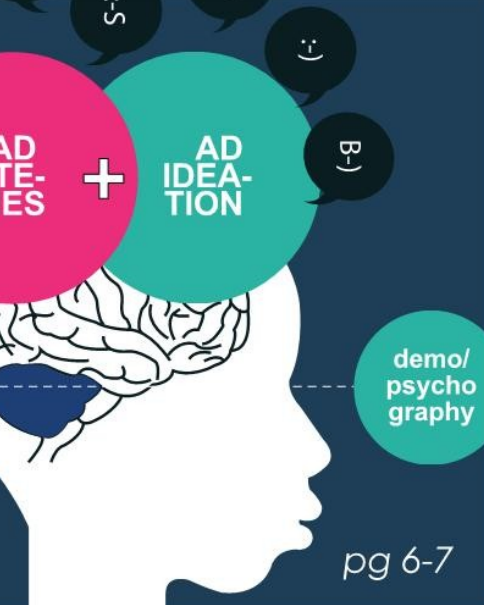
Kerja Kontrak In-don't (pg 26-30)

Dr Rosli Zakaria



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History of Jawi :

Jawi script presence to the Malay world is directly linked with the coming of Islam to the archipelago where at that time, not only in the area of literature such as writing were developed but also, types of music, dances and costumes as well (Amran Kasimin, 1993).

Jawi means :

Basically, Jawi script derived from Arabic and the Arabic characters used in the Malay writing system has replaced the Hindu writing system used before but with a few additional characters for certain characters that does not exist in Arabic words to suit the phonology of Malay (Ismail Abd Rahman, 2012).

Jawah or Jawi words are most likely derived from the word 'Jawadwipa', the name of the region of Southeast Asia in the ancient times.



Road name sign are named to indicate specific location in an area or district.

Rumi script was a Roman word that was brought by the Europeans by the Portuguese in early 15th century. However, the British & the Dutch who gave definite systems of spelling to language that use Roman words. (Goddard, 2005).



BEHIND ROAD NAME SIGN WITH JAWI

أوليه : محمد فوزي هارون

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National Identity :

National identity is a recognition and identification of culture that focus on core elements that set it apart from others, construct by a multi-dimensional social process such as belief, cultural and national heritage (Charles Chi Cui and Adams, 2001).

- Jawi writing system is a writing that be seen as a personality builder & identity of the nation although Roman word claimed to undertake the task as an instrument of the dissemination of knowledge. Even though Jawi script is not been described specified in the first line of National Cultural Policy (1971), the policy was discuss on Malay culture as the original people of the region as an identity.

National Cultural Policy (1971) :

- Malaysia national culture should be based on culture of the original people in the region.
- Other cultural elements that fit and proper may admitted to the national cultural elements.
- Islam became an important element in the formation of national culture.

جالن عمري
JALAN MAJIDI
84000, MUAR

جالن عمري
JALAN OMRI

+ Sign :

Sign =



Things that give meaning
- word / image

What is evoked
in mind - mental
concept

Saussure suggests that signs are made of two parts: a signifier (sound, object, image, or the like) and a signified (concept) (Hodge and Kress, 1988).

- In every society, culture codes stand as a hidden structures as been suggest by many semioticians. These codes deal with aesthetic judgments, moral beliefs, cuisine, history and many other things.

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